The Largest and Most Comprehensive Broadband Adoption Experiment of its Kind

"We know that the three biggest barriers to broadband adoption are cost, digital literacy, and relevance – that many Americans don't see broadband as relevant to their lives. The Internet Essentials program takes big steps to address these issues."
— Federal Communications Commission Chairman Julius Genachowski, September 2011

Internet Essentials Principal Components

The Internet Essentials program has three principal components:

- **Low Cost Internet Service:** Internet Essentials provides eligible low-income families in the Comcast service area affordable access to high-speed Internet service from their home. For only $9.95 per month—around 33 cents a day—eligible families receive Comcast's XFINITY Internet Economy Service with no monthly equipment fees, installation charges or activation fees, representing a discount of at least $27 a month or over 70% off regular charges for this service. In addition, Internet Essentials families are not subject to standard credit checks and are not asked or required to sign any contracts to take the service for a specified period of time.

- **Discounted Computers:** As part of Internet Essentials, Comcast has partnered with Dell and Acer to offer eligible families the opportunity to purchase a full-service, Internet-capable computer for under $150, substantially below retail. Working with our partners, including Microsoft, we offer fully loaded computers with Internet Explorer and productivity software. We also provide the Norton™ Security Suite, a $160 value, at no additional charge to ensure that Internet Essentials users have a secure online experience.

- **Digital Literacy:** Internet Essentials customers receive access to print, online and in-person digital literacy training free of charge. These digital literacy materials are the first step in helping those who have not been connected understand the value, the relevance and the ease of use of the Internet.

In addition, once we help a family get online, we want them to stay online. Any household that qualifies during the initial three-year enrollment period will remain eligible for the discounted price so long as at least one child in the household continues to meet the program's NSLP eligibility test.

Understanding the Barriers to Broadband Adoption

The FCC has identified lack of digital literacy, lack of relevance, and cost-related factors as the primary barriers to adoption.

Barriers to Adoption [1]
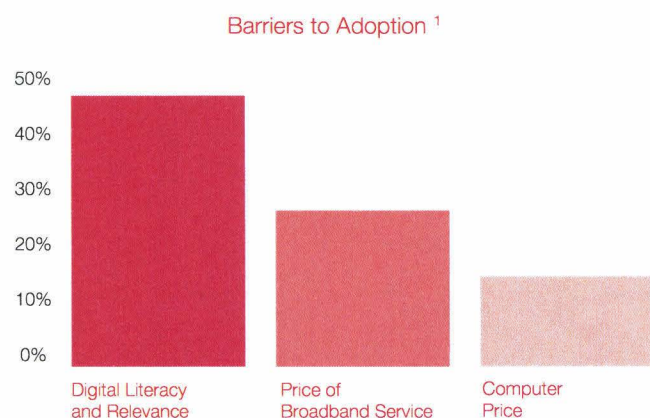
[1]Horrigan, John B., The FCC's National Broadband Plan Consumer Survey, Broadband Adoption and Use in America, OBI Working Paper Series 1, February 2010, http://hraunfoss.fcc.gov/edocs_public/attachmatch/DOC-296442A1.pdf